



Canadian Independent Music Association

CIMA at Reeperbahn Festival and Conference 2016

CIMA coordinated the seventh annual Canadian Blast at the Reeperbahn Festival from September 21-24, 2016. The mission included a fifth installment of Canada House, a Canadian Blast showcase as well as Pre-Reeperbahn B2B events and a showcase in Berlin.

Reeperbahn Festival and Conference is Germany's largest club festival, and one of the three most important meeting places for the music and digital industries in Europe. Acting as the gateway to the rest of Europe, Reeperbahn Festival regularly attracts more than 3,500 media representatives, artists and music industry professionals from 40 countries. The festival offers around 800 wide-ranging events in more than 70 venues in and around Hamburg's Reeperbahn.

- **Canadian Presence:** The Canadian delegation included: Alberta Music (AB), Chronograph Records (AB), Music BC (BC), Manitoba Music (MB), Music Nova Scotia (NS), GroundSwell Music (NS), MusicOntario (ON), Here to Everywhere Ent (On), SODEC (QC), Hopeful Tragedy Records (QC), Simone Records (QC), Costume Records (QC), SaskMusic (SK), Music Yukon (YK), SaskMusic (SK) and Aporia Records (ON). In total, 24 acts showcased at Canada House over two days with 9 showcasing partners. In addition, pre-Reeperbahn events in Berlin included panel sessions, networking receptions, speed dating sessions, a networking lunch and a networking train to Hamburg.
- **Marketing & Promotion:** CIMA worked with Reeperbahn's Berlin team coordinate press relations for the Canada House showcases and B2B events at Reeperbahn. The promotion efforts included: targeted emails sent to over 800 delegates, the distribution of 500 flyers, 10 large showcase posters inside the venue and 15 large banners outside the venue. This was in addition to social media promotion as well as event features on the CIMA website.
- **Outcomes:** For the Canadian Blast showcases, there were 6 confirmed sellouts at Canada House with 3 other sets very close to capacity. Our survey results indicate that participants in this mission gained 470 new contacts and met with 601 existing contacts while at Reeperbahn, while booking 541 meetings. Out of these meetings, participants reported starting and/or finalizing 109 business deals. According to the participants, the real and expected revenues associated with these deals over the next 36 months are \$1,168,000.



Speed dating in Berlin



Canada House in Hamburg